

DM-129-G

November 11, 1993

To All Division Managers

SUBJECT: Balance of 1993 Workplan

In concert with Yancey Ford's letter to all Field Sales employees, following is the information necessary to achieve the priorities he laid out:

I. SELECT Standard Product Re-Introduction Program

**Program Components**

- Friday, November 19, will be the last ship date for Select \$2.00/20¢ sniped product.
  - Monday, November 22, Customer Services will begin contacting divisions with available inventories of SELECT \$2.00/20¢ product remaining at their public warehouse(s) to solicit "clean-up" orders for this product. (This is the same procedure that is being used to clean up SELECT B5G5F product and other similar product promotions.)
  - Attached is the most current brand inventory status by public warehouse for \$2.00/20¢ sniped product. You should strive to ship as much of this inventory as possible prior to November 19 to simplify and expedite the clean-up process.
- A pool of dollars has been set aside nationally to promote all standard SELECT product at \$2.00 off per carton, 20¢ off per pack in all stores for the balance of 1993. There is no need for you to continue tracking SELECT buydown monies, including expenditures against your previously established budget.
- Prebooking (as announced in SM-205-G, dated 10/26/93) should be leveraged to restock retail ASAP with either \$2.00 sniped or standard product. The 30- and 60-carton limits have been removed; however, realistic quantities should still be the objective.
- Major emphasis should be placed on ensuring every retail store has the correct warehouse order numbers to ensure on-going product availability. This is especially important to handle in direct accounts and chains via new order books or flyers.
- As a result of the price increase and in support of the balance of 1993 \$2.00/20¢ per pack promotion, it is critical that we immediately re-establish major presence and price communication on SELECT. As illustrated on the attachment, we should feature SELECT's net promoted price while at the same time let customers know that this is a special limited time price promotion on SELECT via the "price reduction equation." Following is a comprehensive listing of available POS with pricing areas, including SELECT items.)

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## Support Materials

- Coupons/VPRs

The following coupons/removable VPRs can be used to achieve the balance of 1993 \$2.00/20¢ price promotion on SELECT in stores where traditional buydowns can not be implemented.

<u>Description</u>	<u>Item #</u>	<u>Qty/SKU</u>
\$2 Multibrand Ctn Cpn	404538	100
20¢ Removable VPR	<del>434738</del> 434694	500

- | <u>POS (with pricing areas)</u> | <u>Item #</u> | <u>Qty/SKU</u> |
|---------------------------------|---------------|----------------|
| DBRC                            | 423084        | 25             |
| 24" PMC                         | 418596        | 25             |
| 7-11 Dspl Strip                 | 418673        | 50             |
| Lg Paster                       | 418671        | 50             |
| Starburst and Wobblers          | 423106        | 300            |
| Change Mats                     | 423128        | 25             |
| 19" Canopy Card                 | 418563        | 25             |
| 28" Canopy Card                 | 418926        | 25             |
| Flex Side Card                  | 418585        | 25             |
| Security Glass \$2 Arrows       | 423095        | 30             |
| RIP Shelf Strip                 | 430841        | 100            |
| RIP Small Paster                | 430821        | 50             |
| RIP Starburst/Wobr              | 430932        | 300            |

### SELECT Displays

Semi Perm F/B Display	411193	1
Temp Counter C&D	411215	3
Endcap F/B Display	414240	1
Pack Replica Counter Display	415967	1

### SELECT Display POS Replacement Kit

Display POS Replacement Kit	423117	
- F/B Semi Perm Side Card		30
- F/B Semi Perm Riser Card		60
- Semi Perm Decal		50
- Temp Counter Unit Riser/C		50

- Utilize the SELECT temporary display/merchandising payments announced in the WINSTON SELECT New Brand Fact Book and extended via DM-186-G to prominently feature SELECT in all possible calls.

Our success re-introducing this brand before year end and thereby resolving the current out-of-stock problems at retail are critical to SELECT's long-term potential.

## II. CAMEL

Allocations for CAMEL Lotto promotions and Special Lights B2G1Fs should already have been communicated to you by your Regional Manager. In addition to working these promotions and the Cash Lotto Retailer Incentive Program, you should make every effort to place POS featuring CAMEL's everyday low price. Following is a list of CAMEL POS with pricing capabilities.

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- CAMEL POS w/Pricing Capabilities

<u>Description</u>	<u>Item #</u>	<u>Qty/SKU</u>
<u>"Here's the Deal"</u>		
DBRC	408685	25
24" PMC	408707	25
Premium Riser Card	408696	25
Riser Card	409532	10
Military Shelf Strip	408718	25
Lg Paster	409301	25
Static Cling	408729	25
<u>Lotto"</u>		
19" Canopy Card	433145	25
L Volume SD Card	433178	10
3' x 6' Banner	432702	25
1-Sheet	432858	10

### III. Savings

#### DORAL Point-of-Sale Materials

- One important objective for DORAL's fourth quarter point-of-sale material was to communicate the New Low Price of DORAL coinciding with the mid-price list reduction. These materials were produced and allocated in limited quantities and are near depletion. The recent price increase will make these communication materials somewhat contradicting or confusing to the consumer as prices at retail are increased. Therefore, please make an effort to replace "New Low Price" or "The New Deal" materials with "Taste & Value" point-of-sale during normal coverage. "Taste & Value" materials are available to order from Lentz on open order status. Please order realistic quantities as a national workplan POS changeover is scheduled for DORAL in February 1994.

<u>Description</u>	<u>Commodity #</u>	<u>Qty/SKU</u>
Static Cling	189191	50
24" Package Merch Card	189213	25
24" Package Merch Trans	189224	25
Small Display Channel Strip	189235	25
Small PPD Card	189301	50
Extended Small PPD Card	189279	50
Large PPD Card	189312	50
Extended Large PPD Card	189268	50
Large Paster	189312	100
19" Canopy Card	189345	25
19" Canopy Trans	189378	20
28" Canopy Trans	189367	10
16" Package Merch Card	204041	25
16" Package Merch Trans	204052	10
Large Sav Center Card	190863	50
Small Sav Center Card	189356	25
Security Door Pricing Card	220607	50
Dump Bin Riser Card	247183	25
Canopy Pricer Card	189334	30
Shelf Strip	189290	100
24" Enhanced Canopy Trans	189202	10
Pref Pres Small Side Card	185957	20
7-Column Slide By Card	189257	25

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- B1G1Fs

Major focus should be placed on moving through any remaining allocations of DORAL B1G1Fs prior to the new packaging change scheduled for January 1994.

Program Contact: John Ellegate, extension #5760  
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R. J. REYNOLDS TOBACCO COMPANY

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Inventory Status as of Monday, November 8, 1993

	<u>Warehouse</u>	<u>WIN</u> <u>SEL FF</u>	<u>WIN SEL</u> <u>FF Box</u>	<u>WIN</u> <u>SEL Lt</u>	<u>WIN SEL</u> <u>Lt Box</u>	<u>WIN SEL</u> <u>Lt 100</u>	<u>WIN SEL</u> <u>Slim Lt 100</u>
6	Springfield	0	37	68	84	51	82
7	W. Albany	0	88	81	177	73	136
8	Hayward	0	8	57	135	51	71
9	Madison	1	0	81	228	91	143
11	Lafin	0	0	40	67	57	98
12	Minneapolis	0	35	80	125	81	148
13	Aurora	1	0	201	273	248	183
14	Clive	0	0	67	54	95	61
17	Ft. Worth	0	59	71	172	62	311
19	Londonderry	0	0	36	82	23	85
20	Lakeland	0	140	172	189	394	309
21	Omaha	0	17	71	112	73	73
22	Melvindale	0	0	85	151	83	167
24	Portland	1	14	43	106	88	178
25	Grand Rapids	0	0	113	124	239	140
26	Lubbock	0	0	54	85	59	77
28	Tulsa	0	28	54	115	39	55
29	Billings	0	17	26	29	27	44
33	Norwood	0	81	101	505	182	565
34	San Bernardino	0	72	323	514	337	467
38	Alexandria	0	20	117	420	161	297
40	Louisville	0	0	142	180	147	208
41	Jacksonville	0	0	75	78	109	54
42	Avenel	0	45	108	823	141	1256
43	Temple	0	88	152	199	124	160
45	Cincinnati	0	145	259	293	275	303
46	Chicago	1	0	95	126	123	147
47	Peoria	1	50	78	216	85	179
48	Pittsburgh	0	221	182	357	327	352
49	Liverpool	0	55	105	329	208	476
52	Atlanta	0	0	155	294	250	364
54	Kansas City	0	0	142	110	124	187
55	Nashville	0	0	137	172	138	149
57	Montgomery	0	20	102	122	89	129
58	Memphis	0	0	155	382	162	225
60	Birmingham	0	8	81	77	101	83
62	Buffalo	0	67	117	234	109	279
64	Miami	0	2	63	78	87	62
65	Pitman	0	82	101	622	559	713
69	Shreveport	0	38	108	211	197	173
70	Milwaukee	0	0	87	137	85	183
71	Knoxville	6	0	71	213	57	123
75	Wichita	1	16	87	168	68	89
79	Fresno	0	44	38	53	46	91
80	Oklahoma City	0	1	55	149	94	175
81	Spokane	0	0	40	58	32	84
82	El Paso	0	0	25	36	36	37
83	Houston	0	94	92	138	74	108
85	Phoenix	0	0	120	203	74	240
86	San Antonio	0	28	41	85	46	134
87	Milwaukee	50	80	131	117	121	161
88	Kent	0	46	132	285	142	184
91	Salt Lake City	1	0	39	69	50	82
93	Kenner	0	0	133	203	97	222
94	Boise	0	15	12	17	17	26
96	Sacramento	0	0	130	131	149	128
98	Fargo	4	12	23	77	26	46
200	CDC	0	0	120	0	150	0
	Total	67	1773	5674	10789	7233	11312

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